

CHAPTER SWEETHEART

RESOURCES: ENGAGING PARENTS

“One, and the main, aim and object of Sigma Chi has been, and is, to develop and train broad-minded men who can recognize the wholeness of things and who are not bound down to a contracted, eight by ten notion of exclusiveness. There is an absolute need for such men.” Founder Benjamin P. Runkle

WHY INVOLVE PARENTS?

Chapters become even stronger with the full support of brothers’ parents. When parents are exposed to the ideals, values and resources of Sigma Chi, they realize that their sons are truly part of the preeminent collegiate leadership development organization. Parents will support involvement in the Fraternity if they are shown that their sons will be better men for being Sigma Chis. As a chapter sweetheart, you can help educate parents and encourage them to be involved.

ORGANIZE A PARENTS’ CLUB

Send a letter to all brothers’ parents inviting them to be a part of the club and explain your role as chapter sweetheart.

SEND AN E-NEWSLETTER

Work with the chapter annotator to send an e-newsletter to parents each semester updating them on chapter events and accomplishments.

HOST EVENTS FOR PARENTS

Hold a father and son tailgate at one of your school’s biggest sporting events of the year. Offer a mother/son brunch close to Mother’s Day at the chapter house or a restaurant near campus. Hold a Parents’ Day in conjunction with another major campus event (Homecoming, Greek Week, etc). Invite parents on a tour of the chapter house and campus, have chapter members give an update on the progress of the chapter and have alumni speak about their Sigma Chi experience.

